

CALIFORNIA Apparel News

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Hooked on

CLAS

FALL TRE



eco focus

Eco Avenger

For Marilyn Barrett, revenge is best served fashionably.

Barrett debuted Los Angeles-based eco T-shirt and accessories line **Revenge Is...** in October 2008. A corporate attorney by day, Barrett hopes the eco-T-shirt line will build a bigger soapbox for her views than her occasional blogs for *The Huffington Post*. In her new venture in fashion, the slogans on her T-shirts are calls to environmental and civic activism. Graphics on the tees read "Revenge Is—Energy Independence" and "Revenge Is—Taking Our Country Back."

The eco messages of this line are kept short. They are posted on shirts mostly constructed out of a soft fabric derived from a blend of 50 percent organic cotton and 50 percent RPET fiber, which is made from recycled plastic bottles. (One T-shirt is composed of 65 percent RPET. Other T-shirts are 100 percent organic cotton.)

The new line includes six different women's styles and six different men's styles. They offer a variety of messages in colors ranging from basic black to heather gray. The core wholesale price point is \$17.

In the near future, Barrett hopes to expand her message with new styles including tank tops, long-sleeve shirts, V-necks and children's tees. She promises more-intricate designs to engage activism. Her company's Web site, www.revengeis.com, also will offer a newsletter with opinion pieces by Barrett and profiles of the causes and charities that **Revenge Is...** helps support.

If the ideals of this line are noble, the word **revenge** can have a negative connotation. Yet the **revenge** Barrett is talking about comes from the quotation "The best revenge is living well." For Barrett, **revenge** against those who perpetrate environmental and political crises should be distilled into looking for solutions to clean up their messes. "These shirts are about taking constructive action. They are saying, 'I'm concerned, and I'm part of the solution,'" she said. For more information, contact info@revengeis.com.—Andrew Asch



Marilyn Barrett's **Revenge Is...** line of T-shirts have environmental and civic-minded graphics printed on shirts fashioned out of fabrics made from organic cotton and recycled plastic bottles.

Material World Heads to the CMC to 'Co-Locate' With L.A. Show This Fall

Executive Editor

st debut of **Material World & Technol** his fall has been moved to the **Californ** ter, where it will co-locate with the **Los tional Textile Show** for a three-day run

It was originally planned to launch its **West Los Angeles Convention Center**, but or- **Expositions**, based outside of Atlanta, and **ers of the Los Angeles International Tex-** an agreement to co-locate and co-promote

design for a long period of time to work **geles Textile Show** to produce a larger **on Gal**, partner in **Urban Expositions and** **rial World & Technology Solutions.**

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Storm Brewing at Coast Ports

Senior Editor

severe for three years, the U.S. economy **g a very nice comeback** by 2012. **rowth until 2012,"** said **Walter Kemmsies**, **with engineering firm Moffatt & Nichol**, **sts global trends and trade** to help with **ompany's port, maritime and transporta-** **om 2012 to 2020, we have a pretty good**

the economy will **humble along**. The **United** **ne throes of a recession**, but **Kemmsies** sees **the second half of this year** when **retailers** **inventories during the third quarter.**

of caution is that another **mild recession** **➔ Ports** page 6

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Clockwise from top left: What Comes Around Goes Around, IRO, William Rast, Road Kill, Jaded by Knight, Corpus